

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Nowadays, people generally are familiar with advertisements. It is easy to find advertisements everywhere. Advertisements can be found in different types of media, such as newspapers, television, websites and social media. For most businesses, advertisement is an important key in improving their business (moneymatters101, 2016). This is also supported by Barnali Chetia in her journal article entitled *Rhetorical Devices in English Advertisement Texts in India: A Descriptive Study*. She says advertisements can be said to be “vital marketing tool as well as a powerful communication force” (2015, p. 980). This is because advertising help companies to drive their message to consumers. What is more, the main goal of advertisements is to persuade the consumer to buy their product.

Advertisements inform consumers about the brands and the variety of products useful to them. In order to attract the consumers, a company or an advertising agency has to produce a creative advertisement.

To attract target consumers, advertisements can use celebrities, creative designs and persuasive language.

According to Gillian Dyer in her book *Advertising as Communication*, language also has important parts, besides the visual aspect (2009, p. 111). It is also said that “language has a powerful influence over people and their behaviour. Language also helps people to identify a product and remember it” (linguarama, 2016). Thus, the choice of language is vital to advertisements.

In linguistics, there is a study called stylistics. Stylistics is the study of style. People have different styles of using language to deliver a message. Geoffrey Leech in his book *Style in Fiction*, describes style as “dress of thought” (2007, p. 13). This refers to how the writers present an idea. Stylistics has various tools: one of the tools is rhetorical figures.

Rhetorical figures play an important role in advertisements. According to McQuarrie and Mick in their journal article, *Figures of Rhetoric in Advertising Language*, the use of rhetorical figures is “to produce a more positive attitude toward the advertisement” (1996, p. 427). The positive attitude is the consumers’ attention toward the product. For example, an advertisement that uses rhetorical figures is expected to be more memorable. When one can remember the good quality of the product, they may be attracted to buy the product.

According to McQuarrie and Mick, rhetorical figures can be defined “as an artful deviation in the form taken by statement” (1996, p. 424). The word *rhetoric* itself is originally from Greek, *rhetorike* (Chetia, 2015, p. 480). Based on the website called literarydevices, rhetoric means “a technique of using language to persuade people in spoken or written form” (n.d). The function of rhetoric is to

convince the readers or the listeners about the author's point. McQuarrie and Mick state that there are two kinds of rhetoric mode, namely, scheme and trope (1996, p. 426).

McQuarrie and Mick explain that scheme concerns with regularity. In contrast to scheme, trope deals with irregularity (1996, p. 426). Each rhetorical operation is divided into two parts. Scheme is divided into two parts, which are repetition and reversal. Trope is divided into two operations, which are substitution and destabilization.

After reading *Figures of Rhetoric in Advertising Language* journal article, I become interested in rhetorical figures in advertisements. So, in this thesis I decide to analyze rhetorical figures in advertisements. I also decide to focus only on one brand, which is *CoverGirl*. The reason why I choose *CoverGirl* is because *CoverGirl's* advertisements are interesting, as they use rhetorical figures. Furthermore, I want to know the types of rhetorical figures which are used and how rhetorical figures can give a positive effect in the *CoverGirl* advertisements.

The title of my thesis is "The Rhetorical Figures Analysis in *CoverGirl* Advertisements." *CoverGirl* is a cosmetic brand from America. It was established in 1961. (*CoverGirl*, n.d.) In 1997, *CoverGirl* introduced their famous tagline, "Easy, Breezy, Beautiful..." Since the first time I heard this tagline, I have always remembered it. The sound of the tagline is pleasant to hear and easy to remember. Later, while studying Stylistics, I found out that the tagline has rhetorical figures.

When I looked at *CoverGirl* advertisements, I found that their advertisement is as interesting as their taglines. They use not only pleasant sounds but also some

repetitive words. Later, I also realized that *CoverGirl* advertisements use other kinds of rhetorical figure, such as comparisons and opposite words.

It is hoped that, this topic is significant to make the reader will be aware of rhetorical figures. They will be able to understand the purpose of rhetorical figures in advertisements and how advertisements can be delivered. In addition, this thesis can encourage the reader to use rhetorical figures to convey some messages not only in advertisement but also in daily life.

(805 words)

1.2 Statement of the Problem

Based on the topic that I choose, I am going to analyze the following problems:

1. What types of rhetorical figures are found in *CoverGirl* advertisements?
2. How do the rhetorical figures help make *CoverGirl* advertisements interesting and memorable?

1.3 Purpose of the Study

The purposes of this study are:

1. To know the types of rhetorical figures in *CoverGirl*'s advertisement.
2. To know how the rhetorical figures help make *CoverGirl* advertisements interesting and memorable.

1.4 Method of Research

First of all, I decided to choose the linguistic area to be discussed, which is Stylistics. Then, I focused on rhetorical figures. I searched for cosmetic brand products that have rhetorical figures in their advertisement. After focusing on one brand, I analyzed the data. Finally, I wrote my thesis.

1.5 Organization of the Thesis

This thesis consists of four chapters. Chapter One is Introduction, which is divided into five parts: Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organization of the Thesis. Chapter Two is Theoretical Framework, which provides a brief description of the theories that I am going to use in my analysis. Chapter Three presents the analysis of the data. The last chapter, Chapter Four, is Conclusion. At the end of the thesis, there are Bibliography and Appendix.